

ORDER



KSNV

Orders

Order / Rev:	105149
Alt Order #:	06838590
Product Desc:	AMER FOR PROSPERITY
Estimate:	466
Flight Dates:	08/28/12 - 09/03/12
Original Date / Rev:	08/06/12 / 08/09/12
Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency

Name: Mentzer Media Services, Inc.
 Buying Contact: _____
 Billing Contact: _____

 600 Fairmont Ave.

 Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Americans for Prosperity - Rev
Demographic:	A35+
Product Codes:	PLI2
Priority:	SELECT PRIORITY CODE
Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

BIII Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	51	\$41,775.00	\$35,508.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$41,775.00	\$35,508.75	0.00
Totals	51	\$41,775.00	\$35,508.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$41,775.00
Market	100%	\$112,905.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$33,871.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,710.14
KTUD	0%	\$0.00
KVVU	10%	\$11,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,258.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	W	6-7a	-TWTF--	:30	4	\$700.00	1	0.00 NM	4	\$2,800.00
WAKE UP W/ WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
		Week: 08/27/12	09/02/12	-TWTF--		4			\$700.00			0.00		

Order / Rev: 105149
 Alt Order #: 06838590
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 466
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$700.00		0.00			
E 2	KSNV	08/28/12	08/31/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					3	\$1,400.00		0.00			
E 3	KSNV	08/28/12	08/31/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					3	\$500.00		0.00			
E 4	KSNV	08/28/12	08/31/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$450.00		0.00			
E 5	KSNV	08/28/12	08/31/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
EARLY NEWS 3 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$1,000.00		0.00			
E 6	KSNV	08/28/12	08/31/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$1,000.00		0.00			
E 7	KSNV	08/28/12	08/31/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					3	\$800.00		0.00			
E 8	KSNV	08/28/12	08/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS 3 NITESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					3	\$1,100.00		0.00			
E 9	KSNV	08/28/12	08/31/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$425.00		0.00			
E 10	KSNV	09/01/12	09/01/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$625.00		0.00			
N 11	KSNV	09/01/12	09/01/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$650.00		0.00			
N 12	KSNV	09/01/12	09/01/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$500.00		0.00			
N 13	KSNV	09/01/12	09/01/12		CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00

Order / Rev: 105149
 Alt Order #: 06838590
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 466
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
To the Point - PM To the Point TO THE POINT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S- 1 \$375.00 0.00															
N 14	KSNV	09/01/12	09/01/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NITESIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S- 1 \$1,100.00 0.00															
N 15	KSNV	09/02/12	09/02/12	News 3 Sunrise - SUNDAYCM News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS SUN WKND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$325.00 0.00															
N 16	KSNV	09/02/12	09/02/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$625.00 0.00															
N 17	KSNV	09/02/12	09/02/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$3,000.00 0.00															
N 18	KSNV	09/02/12	09/02/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$1,100.00 0.00															
N 19	KSNV	09/02/12	09/02/12	Sports Night in Las VegasCM Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS IN VEGAS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$400.00 0.00															
N 20	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/WaCM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP W WAGNERS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$700.00 0.00															
N 21	KSNV	09/03/12	09/03/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$1,400.00 0.00															
N 22	KSNV	09/03/12	09/03/12	M-F Today Show II 3rd HOCM M-F Today Show II	CM	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY SHOW 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$500.00 0.00															
N 23	KSNV	09/03/12	09/03/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$450.00 0.00															
N 24	KSNV	09/03/12	09/03/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$1,000.00 0.00															
N 25	KSNV	09/03/12	09/03/12		CM	630-730pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

Order / Rev: 105149
Alt Order #: 06838590
Flight Dates: 08/28/12 - 09/03/12

Advertiser: Americans for Prosperity
Product Desc: AMER FOR PROSPERITY
Estimate: 466
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune JEOPARDY/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$1,000.00 0.00															
N 26	KSNV	09/03/12	09/03/12	Face to Face w/ Ralston Face to Face w/ J. Ralston	CM	730-758pm	M-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
FACE TO FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$800.00 0.00															
N 27	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$1,100.00 0.00															
N 28	KSNV	09/03/12	09/03/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TONITE SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$425.00 0.00															
Totals														51	\$41,775.00